

INTERPROFESSION DU GRUYÈRE MAGAZINE

# L'oiseau



**ANNUAL REPORT 2024**  
OF THE INTERPROFESSION DU GRUYÈRE

No 70 - June 2025

**LE GRUYÈRE**<sup>®</sup>  
SWITZERLAND

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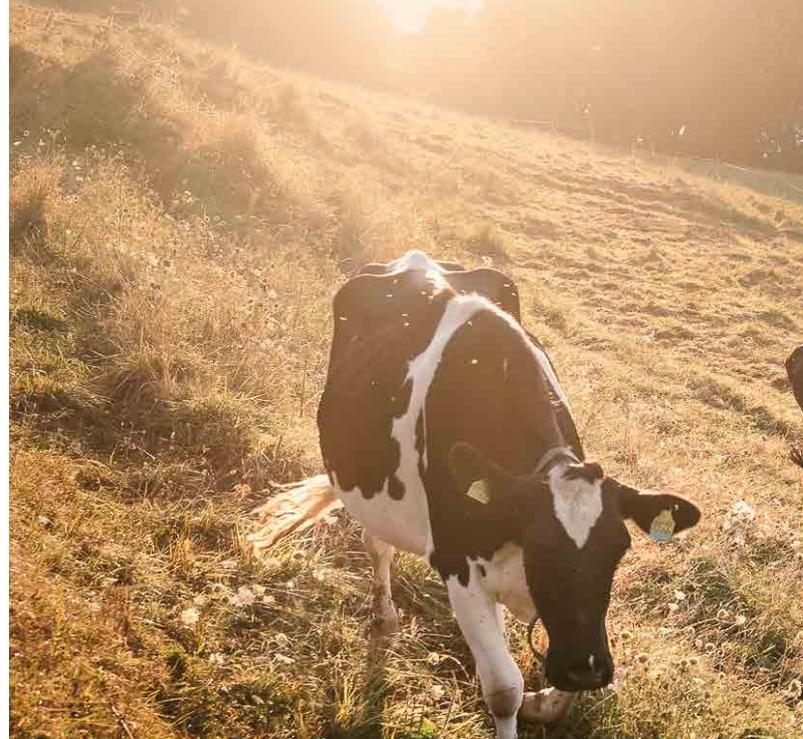
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## EDITORIAL

As I prepare to step away from the wonderful craft that is the Interprofession du Gruyère, the Chairman has kindly given me the opportunity to pen this editorial for my final annual report. My journey into the fascinating world of Le Gruyère AOP began modestly.

It all began in 1992 with the signing of the Gruyère Charter at the symbolically significant Domaine des Faverges. On that day, the dairymen, cheesemakers and cheese merchants came together to sign a pact: a strong, united commitment to protect Le Gruyère under an *appellation d'origine protégée* (AOP) or protected designation of origin. After sealing the deal, the signatories went off to celebrate over a meal. Meanwhile, the driving forces behind this initiative, the representatives from Agora, myself included, and Mr. Aeby, the head of the Department of Agriculture for the canton of Fribourg, found ourselves dining elsewhere, not having been invited to the main gathering.

Back then, the world of cheese revolved around Emmentaler, as evidenced by the Swiss ski team uniforms, where the Emmentaler name was proudly displayed on the suits of the male competitors, who, at the time, were seen as the more prominent athletes. We've certainly come a long way since those days. Today, whenever something significant happens, like the tariffs imposed by the U.S. President, the entire Swiss media, whether French-, German-, or Italian-speaking, rushes to the door of the Interprofession du Gruyère to enquire about the potential consequences. Admittedly, we could have done without that particular incident, but it clearly shows just how central Le Gruyère AOP has become to Switzerland's economic landscape.

But the spotlight on this brand, which consistently ranks among the top 10 most beloved by Swiss consumers, is no coincidence. It's the result of a long journey, beginning with the founding of the Interprofession du Gruyère (IPG) in 1997 within the historic Knights' Hall of the Château de Gruyères, and culminating in the official AOP recognition in July 2001.

Since then, meticulous management of both quality and supply, combined with smart promotion, showcasing the taste, tradition and craftsmanship behind Le Gruyère AOP, has earned this noble cheese a prime spot on store shelves in Switzerland and worldwide.

Its success rests on a collaborative model that requires consensus among all three pillars of the industry, a model often held up by the agricultural lobby as a blueprint for success. As a result, milk prices in the Gruyère sector are among the highest in Switzerland, if not globally, and production volumes have continued to grow. Of course, every agreement and negotiation has its share of challenges, and many still lie ahead. But the industry holds a true gem in its hands: Le Gruyère AOP. This gem has one essential quality: it is unique and irreplaceable. Its image and quality must be protected with the utmost care, because any compromise would cause lasting harm in a demanding market.

It has been an honour to follow the journey of this noble product, and, above all, the dedicated people who bring it to life each day, from producing the milk to the finished cheese ready for market. I wish my successor every success and a bright and enduring future for Le Gruyère AOP!

### PHILIPPE BARDET

*Director of the Interprofession*

# GENERAL SITUATION



In 2024, we successfully strengthened Le Gruyère AOP's market position while also restoring stock levels to a healthy balance, thanks to a 7% cap on all production, including the Alpage variety. By year's end, the outlook was positive, with full production expected to resume in 2025. This improvement stems from a well-adjusted production strategy and a solid rebound in consumer demand. Switzerland posted particularly strong results, and the United States even set a new record. However, France and Belgium did not experience the same momentum, due primarily to increased competition from Comté cheese in these specific markets. Despite this turbulent environment, we are pleased to report that milk prices remained high at around 94 centimes per litre.

This situation set the stage for a dignified and relaxed celebration of the five-year competition awards. With State Councillor Dittli in attendance, industry members gathered in high spirits and a warm, friendly atmosphere to honour the producers with the best average scores. Just as it did five years ago, the Corcelles-le-Jorat cheese dairy took centre stage, with Didier Bovet achieving an outstanding score of 19.71.

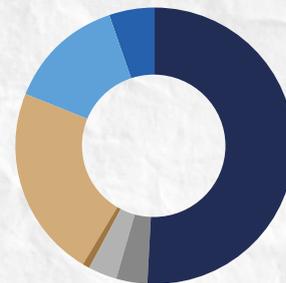
In the Gruyère d'Alpage category, tenant farmer Jacques Ruffieux earned top honours with an impressive score of 19.67.

Another standout moment for Le Gruyère AOP came earlier in the year with its exclusive presence at La Maison Suisse, hosted at the Swiss Embassy in Paris during the highly successful Olympic and Paralympic Games.

Efforts to strengthen industry cohesion also continued, in line with the rules established in 2023.

Through consistent brand positioning and strong advocacy, Le Gruyère AOP has retained its leading status as one of Switzerland's most recognised brands, gaining increasing recognition on the international stage.

## REPARTITION OF THE GRUYÈRE AOP CONSUMPTION DURING 2024 IN TONNES



Switzerland	16'169 t.
Local Reserve	1108 t.
Processed cheese	1069 t.
Industry	315 t.
EU	7077 t.
USA	4341 t.
Others	1624 t.
<b>Total</b>	<b>31'703 t.</b>

# QUANTITIES MANAGEMENT

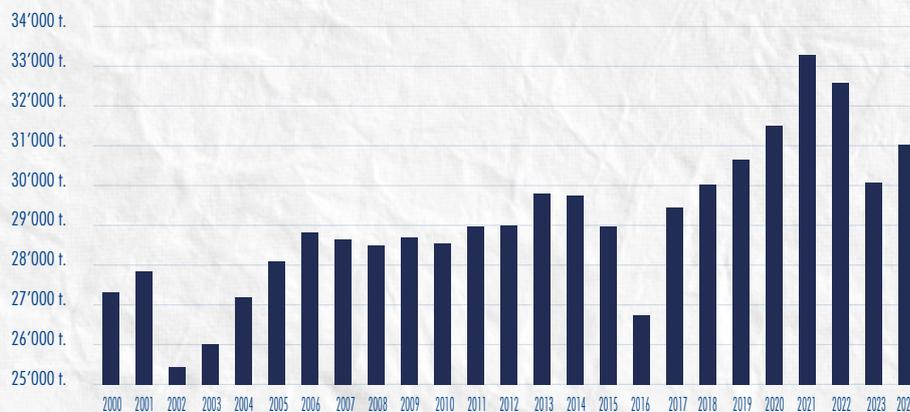


## TOTAL PRODUCTION 2024: 31,136 TONNES

2024 followed the same course as 2023, with efforts focused on reducing surplus stocks while working to regain market share.

A uniform 7% production cut was applied across all Traditional and Organic Le Gruyère AOP cheeses, including Le Gruyère d'Alpage AOP to support this strategy.

## TOTAL PRODUCTION 2000-2024 IN TONNES



2000	27'234.6 t.	2005	28'148.4 t.	2010	28'567.1 t.	2015	29'048.7 t.	2020	31'608 t.
2001	27'893.8 t.	2006	28'883.1 t.	2011	29'051.1 t.	2016	26'780.8 t.	2021	33'434.8 t.
2002	25'443.2 t.	2007	28'710 t.	2012	29'068.3 t.	2017	29'512.9 t.	2022	32'739.5 t.
2003	26'021.7 t.	2008	28'564.4 t.	2013	29'871.7 t.	2018	30'099.0 t.	2023	30'173.7 t.
2004	27'224.2 t.	2009	28'749.1 t.	2014	29'833.2 t.	2019	30'755.4 t.	2024	31'136.0 t.

# MARKET EVOLUTION

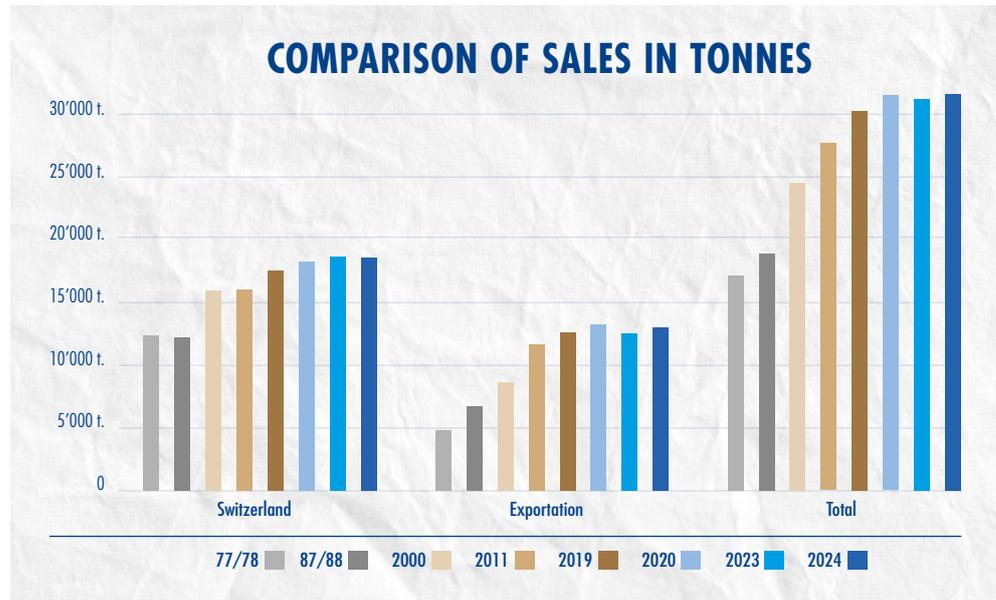
The market recovered in 2024, with consumption reaching 31,703 tonnes, around 1,000 tonnes more than in 2023.

## OVERSEAS MARKET

Exports rose in 2024, mainly thanks to volumes exported across the Atlantic. Total exports outside the European Union amounted to 5,965 tonnes.

On the other hand, the figures for the European Union are a little lower, especially for France and Belgium, where Le Gruyère AOP is suffering from competition from Comté AOP.

But it is pleasing to note that Le Gruyère AOP is doing well despite unfavourable exchange rates.

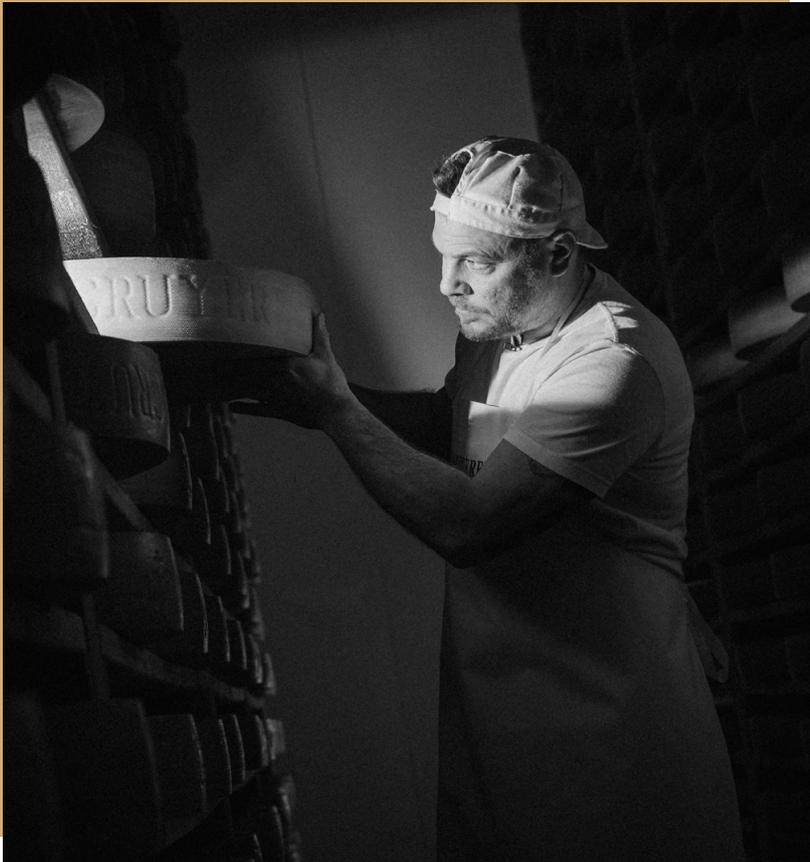


## DOMESTIC MARKET

Consumption in Switzerland remained strong in 2024, reaching 18,661 tonnes, just shy of the record set in 2023. We need to ensure that this market's action rate does not increase. Being one of the most trusted brands among consumers is a major advantage and a key strength we must continue to build on.



# PROTECTION AND DEFENCE OF THE BRAND



**Gruyère AOP has a good legal foundation given its national and European protection. This situation is not the same everywhere in the world.**

## LABELLING

We need to apply the labelling standards stated in the specifications to build Swiss, European, and even global protection on a solid foundation. It is such measures that help consumers to make their purchasing decisions. Behind the Le Gruyère AOP Switzerland brand is a promise of this noble cheese's quality, values, and sales method. It also ensures a perfect match between marketing work and work on the sales front. This is why the IPG must validate any label or packaging that includes the brand under the supervision of the ICO. While the situation in Switzerland is satisfactory, there is room for improvement internationally. Furthermore, as stated in the specifications, no other label should appear on the packaging. Thanks to this work on positioning, Le Gruyère AOP Switzerland is among the brands in which Swiss consumers have the most confidence, as mentioned in several recent studies.

To this end, the Interprofession du Gruyère has supported the work carried out by the Swiss AOP/IGP Association to prevent the Nutriscore from being made compulsory on packaging. The Nutriscore label would give consumers a less-than-credible indication and would undermine the brand's strength.

We therefore welcome the fact that the Nutriscore label will no longer be used in 2024, as it misled consumers about a balanced diet and in no way reflected the true nutritional quality of the product.

## PROTECTION OF LE GRUYÈRE AOP THROUGHOUT THE WORLD

In the European Union, Le Gruyère AOP enjoys full protection. What's more, thanks to mutual recognition with the French IGP Gruyère, any misuse of the Gruyère name or misrepresentation of the product is directly challenged by the Interprofession du Gruyère, the Federal Office of Agriculture, the Institute for Intellectual Property, or the French IGP Gruyère Syndicate or, ultimately, the Institut National de l'Origine et de la Qualité (INAO). This means that the situation for Le Gruyère AOP on the European continent is very clear, both for the benefit of the production sectors and for consumers, who know exactly what they are buying when they see a cheese labelled Le Gruyère AOP Switzerland.

Outside the European Union, the situation differs from country to country. Le Gruyère AOP enjoys full protection in some countries, such as Great Britain, South Africa, Colombia and even Georgia. The situation is more complicated in the American region.

Nevertheless, in the United States, Le Gruyère AOP Switzerland enjoys the protection of a refreshed graphic trademark, which is a clear indication for consumers wishing to buy a Swiss cheese benefiting from this designation.

The Interprofession du Gruyère takes action whenever it finds false or partly false information in shops or on websites. These actions are often successful. When it takes legal action, it usually joins forces with the French Le Gruyère IGP to share the costs and build a stronger case.

In every case, the two interprofessions hope that each negotiation of bilateral agreements signed by the European Union and Switzerland will improve the protection of Le Gruyère AOP worldwide. To this end, they rely on the activities of the OriGIn Association, which works in different parts of the world to promote the protection of geographical indications.

# QUALITY OF LE GRUYÈRE AOP



## ASSESSMENTS AND CONTROLS

An initial quality assessment is carried out around 3 months after production, when the maturer receives the product leaving the cheese dairy cellars.

At 4.5 months, and as specified, each batch of Le Gruyère AOP is subject to an assessment process known as *taxation*. This is the basis of the flawless traceability linked to the casein brand. The assessment is carried out by a committee made up of an assessor or *taxateur* from the Interprofession du Gruyère and an expert from among currently practising cheesemakers.

## APPEALS AGAINST THE ASSESSMENT

The procedure may be subject to an appeal, i.e. another inspection by an Appeals Committee made up of 2 cheese refiners and a cheesemaker. The result of the appeal is final. This method guarantees the objectivity required for qualitative observation of Le Gruyère AOP sold on the market. Before leaving the cellars for good, Le Gruyère AOP undergoes a final assessment by the maturer-vendor. This process ensures the flawless quality of Le Gruyère AOP and Le Gruyère d'Alpage AOP to the delight of consumers from all walks of life.

Thirty appeals against the assessment were lodged.

## QUALITY BONUSES

The Interprofession du Gruyère promotes this aspect by paying quality bonuses, reaching around 5.8 million Swiss francs. This support for quality is vital for everyone: the cheese dairy company, the cheesemaker and the cheese refiners.

## QUALITY

Quality of Traditional and Organic Le Gruyère AOP

- Percentage of IB: This has decreased slightly. It amounts to 1.97%
- Percentage of IA: 97.94% of cheese wheels were classified as IA quality, with the proportion of 19 or more points being 69.02%.

Note that the provisions on quality restrictions for the 2024 production year relate to 135 tonnes from 17 traditional cheese dairies and 1 Organic cheese dairy. This can quickly destabilise a batch.

Quality of Le Gruyère d'Alpage AOP

Climatic conditions on the mountain pastures play an important role.

- Percentage of IB: 4.05%
- Percentage of IA: 95.93% with 65.75% at 19 points or more

This excellence is due to the professional work of everyone involved, from dairy production, through cheese processing to maturing.

The various advisory bodies, including Caséi, Arqha and Agroscope, encourage this daily commitment. It is also necessary for training to continue so that future generations will always have a desire to be independent in the service of quality and tradition, order to ensure the diversity of flavours.



## CHEMICAL ANALYSIS, WATER AND FAT CONTENT

Systematic checks are carried out on each batch to determine its chemical composition. Appeals were lodged against 52 analyses.

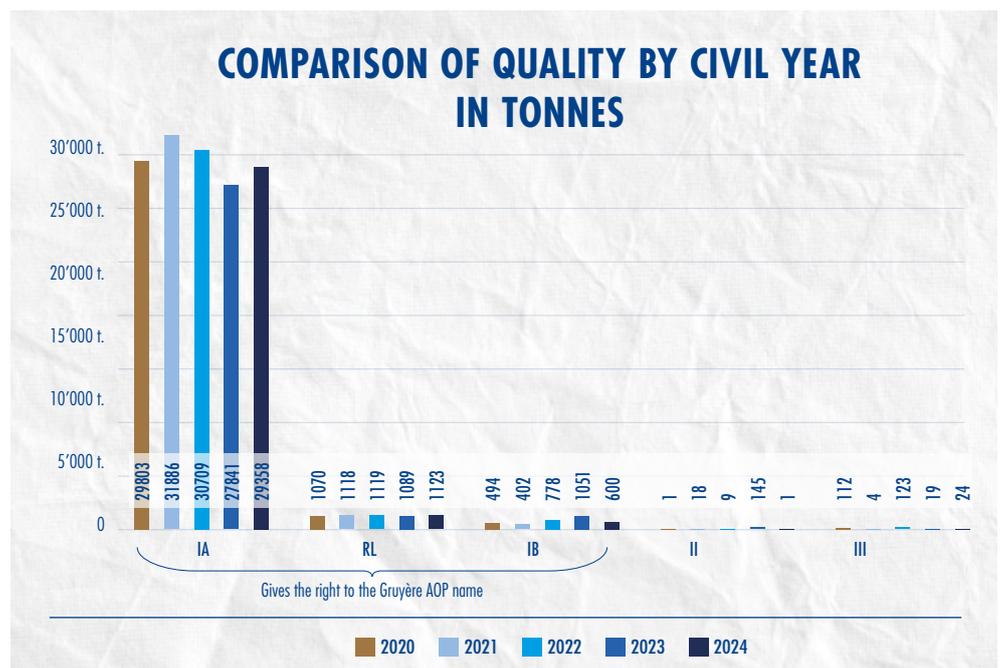
We point out that inspections cover more than 1,930 batches annually. Batches must achieve the grades the specifications require over an average of 6 months. On the whole, the objectives set for these inspections have been met.

## SPECIFIC TESTS

Interprofession du Gruyère analyses the hygienic and bacteriological quality of the cheese. In 2024, checks to verify the absence of pathogenic, phytosanitary and veterinary products continued.

They confirmed that the measures put in place make it possible to guarantee that Le Gruyère AOP released to the market complies with the legal requirements in this area. It is important for consumers buying Le Gruyère AOP to know that the product is free from additives, is naturally lactose-free, and gluten-free.

The sector highlights the good collaboration with each control body in their own sphere of expertise, including the OIC and the various State Departments concerned.



# AWARDS FOR LE GRUYÈRE AOP IN NATIONAL AND INTERNATIONAL COMPETITIONS

Le Gruyère AOP won numerous national and international awards and prestigious prizes in cheese competitions in 2024. These awards testify to the appreciation and recognition of the quality of Le Gruyère AOP worldwide. Alongside the usual competitions, this year, the Interprofession du Gruyère's "Awards Ceremony" was also featured. Based on five years of assessment results, this internal competition recognises the consistency and excellence of the region's cheesemakers.

These honours further strengthen Le Gruyère AOP's reputation as a cheese of exceptional quality, rooted in tradition, respect for nature and expertise. Quality is at the heart of every Le Gruyère AOP purchase and is a daily commitment by everyone involved in the industry.

The Interprofession du Gruyère would like to congratulate the 2024 winners. With their extremely high-quality milk, remarkable production, and refining, they demonstrate the success of the Le Gruyère AOP sector.

## IPG 2024 AWARDS CEREMONY

On 24 October 2024 in Yens (VD), the Interprofession du Gruyère awarded prizes to the best Le Gruyère AOP and Le Gruyère d'Alpage AOP cheeses for 2019-2024. To be awarded a distinction, cheesemakers must achieve an average of at least 19/20 over five years of assessments. Didier Bovet (Corcelles-le-Jorat) and Jacques Ruffieux (Tissiniva) achieved the best averages in their categories. In all, 15% of cheesemakers won medals and numerous diplomas were awarded, testifying to the industry's remarkable commitment to consistent, sustainable quality.



Didier Bovet and Jacques Ruffieux

Scan this QR code to see the full results of the competition:



## NEUCHÂTEL CANTON CHEESE OF EXCELLENCE



Olivier Baudois and Philippe Pochon

At a tasting event arranged for a panel of people from political, journalistic, culinary, and professional circles, Le Gruyère AOP made by Olivier Baudois from Fromagerie du Cerneux-Péquignot and matured by Elsa Group (Mifroma) came first among the ten Le Gruyère AOP cheeses presented. Following this victory, Le Gruyère AOP by the Cerneux-Péquignot Cooperative, chaired by Philippe Pochon, will be promoted and referenced by the Neuchâtel cantonal promotion organisation for a year.

## FRIBOURG COUNCIL OF STATE SELECTS ITS CHEESE OF EXCELLENCE



Franck Liaudat and Serge Ayer

President Jean-François Steiert designated the two State cheeses for 2024 on behalf of the Council of State. At the same time, the canton of Fribourg selects its Gruyère AOP and its Vacherin Fribourgeois AOP to retain the spirit of the true Moitié-Moitié fondue. As a result, throughout 2025, Le Gruyère AOP by Franck Liaudat at Fromagerie du Crêty, matured by Fromage Gruyère SA, will be the cheese promoted during political meetings.

## VAUD COUNCIL OF STATE'S CHEESE OF EXCELLENCE



At the end of its weekly meeting on 6 November 2024, the Vaud Council of State was treated to a blind tasting of five Le Gruyère AOP cheeses. After a discussion, the choice of the Vaud government's cheese of excellence fell on Le Gruyère AOP from Fromagerie de Grandcour, produced by Jean-Daniel Jäggi and matured by Emmi (Fromco). Like all its competitors, Le Gruyère AOP from Grandcou, headed by Mathias Mayor, scored an average of more than 19 out of 20 points in the 2023 assessments.

- Michel Gauch & Michael Schwaller, Fromagerie Salvénach, matured by Milka Käse AG
- Johan Jambon, Fromagerie Vuarrens, matured by Margot Fromages SA

### SILVER MEDALS

- Franck Liaudat, Fromagerie Le Crêt, matured by Fromage Gruyère SA
- Erich Hunkeler, Fromagerie Sommentier, matured by Fromage Gruyère SA
- Gaël Niquille, Fromagerie Grangeneuve, matured by Fromage Gruyère SA
- Etienne Aebischer, Fromagerie Montricher, matured by Emmi (Fromco)
- René Pernet, Fromagerie Peney-le-Jorat, matured by Emmi (Fromco)
- Pierre-Alain Uldry, Fromagerie Pont-la-Ville, matured by Elsa Group (Mifroma)
- Julien Yerly, Fromagerie Villars-sur-Glâne, matured by Cremo
- Nicolas Hauser, Fromagerie La Praz, matured by Emmi (Fromco)
- Markus Stürny, Fromagerie Lanthen, matured by Cremo
- Cédric Mayor, Fromagerie Grandsonnaz, matured by Margot Fromages SA
- Grégoire Kern, Fromagerie Misery, matured by Margot Fromages SA
- Benoît Kolly, Fromagerie Le Mouret, matured by Milka Käse AG
- Michel Gauch & Michael Schwaller, Fromagerie Salvénach, matured by Milka Käse AG
- Julien Yerly, Fromagerie Villars-sur-Glâne, matured by Cremo
- Laurent Python, Fromagerie Grandvillard, matured by Lustenberger & Durst

### BRONZE MEDALS

- Charrière Claude, Alpage Les Reybes, matured by Coopérative Firbourgeoise des Fromages d'Alpages
- Damien Raemy, Fromagerie Corbières, matured by Fromage Gruyère SA
- Michael Hanke, Fromagerie Combremont-le-Petit, matured by Gourmino
- Cédric & Florian Spielhofer, Fromagerie Sonvielier, matured by Elsa Group (Mifroma)
- Jean-Philippe Brahier, Fromagerie Courgenay, matured by Emmi (Fromco)
- Marc Mesot, Fromagerie Châtonnaye, matured by Emmi (Fromco)
- Alexandre Tinguely, Fromagerie Ursy, matured by Elsa Group (Mifroma)
- Franz Jungo, Fromagerie Strauss, matured by Cremo
- Julien Lindford, Fromagerie Chézard-St-Martin, matured by Emmi (Fromco)



## WORLD CHEESE AWARDS

4,300 cheese specialities from 41 countries gathered in Viseu (Portugal) on 14 - 17 November 2024 for the 36<sup>th</sup> World Cheese Awards. After tasting, the panel of cheese experts, buyers, retailers, and journalists awarded Le Gruyère AOP 4

Super Gold medals, 7 gold medals, 15 silver medals and 14 bronze medals.

### SUPER GOLD MEDALS

- Frédéric Pasquier, Fromagerie Echarlens, matured by Elsa Group (Mifroma)
- Adrian Scheidegger, Fromagerie Niedermuhren, matured by Cremo
- Cédric Rochat, Alpage Bucley, matured by Margot Fromages SA
- José Jaquet, Fromagerie Chénens, matured by Margot Fromages SA

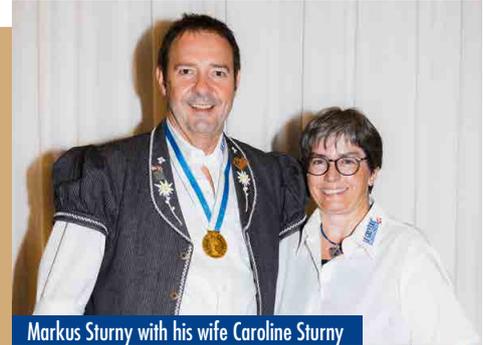
### GOLD MEDALS

- André Bourquenoud, Alpage Le Creux, matured by Coopérative Firbourgeoise des Fromages d'Alpages
- Michael Spycher, Fromagerie Fritzenhaus, matured by Gourmino
- Jérôme Rossmann, Fromagerie Moudon, matured by Emmi (Fromco)
- Jean-Daniel Jäggi, Fromagerie Grandcour, matured by Emmi (Fromco)
- Daniela Weber, Fromagerie Düdingen, matured by Cremo

- Julien Yerly, Fromagerie Villars-sur-Glâne, matured by Crema
- Vincent Guillet, Fromagerie Rossens, matured by Elsa Group (Mifroma)
- Georges Michaud, Fromagerie Combremont-le-Grand, matured by Margot Fromages SA
- Steve Berger, Fromagerie Lignerolle, matured by Margot Fromages SA
- Julien Coigny, Fromagerie Penthéraz, matured by Margot Fromages SA

## SWISS CHEESE AWARDS

At the Swiss Cheese Awards 2024, which brought together more than 1,100 cheeses in Lugano, Markus Sturny's Gruyère AOP from the Lanthen cheese dairy (FR) won first prize in the hard cheese category. Hans & Stefan König from Alpage La Vathia (FR) also distinguished themselves by winning in the Gruyère d'Alpage AOP category. The winners were celebrated at "La Nuit des Fromagers." The next Swiss Cheese Awards will be held in Fribourg in 2026.



Markus Sturny with his wife Caroline Sturny

## OLMA – ALPINE CHEESE COMPETITION

Every October, the alpine cheese competition takes place as part of OLMA, the Swiss agricultural and food fair in St. Gallen. Le Gruyère AOP stood out by winning the competition.

- Le Gruyère d'Alpage AOP by Hans Koenig, Alpage La Vathia and matured by Coopérative fribourgeoise des producteurs de fromages d'Alpage, was the big winner in the hard cheese category for 2024.
- Le Gruyère d'Alpage AOP by Béat Piller, Alpage Vounetz and matured by Coopérative fribourgeoise des producteurs de fromages d'Alpage, came 3<sup>rd</sup>.



Hans and Stefan Koenig



# MARKETING



## GENERAL OVERVIEW

The marketing undertaken by the Interprofession du Gruyère is a unique endeavour. It's all about promoting the Le Gruyère AOP Switzerland brand and its product in every conceivable way, without ever handling direct sales. That responsibility lies with the market players. However, it is up to the IPG's marketing team to do everything possible to support them. Every project we undertake is designed to boost the brand's visibility and recognition, while highlighting the very qualities that make Le Gruyère AOP so special: its distinctive flavour and ancestral heritage tied to its terroir.

This multi-faceted yet coherent operation has played a key role in maintaining wide distribution of Le Gruyère AOP, both at home and abroad, even in the face of the challenging geopolitical climate of 2024. By emphasising the product's authenticity, rich flavour, and deep local roots, the Interprofession's marketing approach has successfully reinforced the brand's identity. That effort has paid off: an independent study recently ranked Le Gruyère AOP Switzerland as the 7th most appreciated and trusted brand in the country, alongside major players from the retail, tech, and social media sectors. This recognition proves that a clear brand position and sustained investment in brand value can translate into strong public trust, increased visibility, and greater market presence. It's a path we must continue to follow because, ultimately, the future of Le Gruyère AOP is dictated by the consumer and market forces.

## NATIONAL PROMOTION

### ADVERTISING CAMPAIGNS

National advertising campaigns kept Le Gruyère AOP in the spotlight throughout the year, targeting the 30–59 age group while also working to build awareness among younger audiences, particularly the 18–29 demographic, through carefully selected media channels.

### LE GOÛT

The national media strategy included the *Le Goût* commercial, which aired on national TV for three weeks early in the year. It also ran on YouTube for six weeks, with both platforms generating a reach of nearly 18 million. Summer brought visibility through major sporting events like Athletissima in Lausanne, Weltklasse in Zurich, and the European Championships in Rome. Le Gruyère AOP was prominently featured on television around these events, reaching more than 12 million viewers with ads aired before and after the athletics broadcasts.

### L'UNIVERS MUSICAL

In mid-September, a three-week campaign launched on Swiss television featuring the *L'Univers Musical* series of commercials. Developed by Pain et Fromage with the communications agency Numéro 10, the campaign showcased the strengths of Le Gruyère AOP through three distinctive music videos. Each spot, set to Rap, Pop and



Opera, was brought to life by the vibrant lyrics and energy of Swiss singer Forma. Altogether, 1,500 ads were aired, reaching nearly 8 million viewers. To connect better with younger audiences, the campaign was also extended across YouTube, Spotify, news sites and social media. That campaign ran for five weeks and was a clear success, generating over 9.5 million video views and nearly 36,000 clicks on our website. In December, the musical ads also made their way to the big screen, shown in 200 cinemas across Switzerland, especially in German-speaking regions, reaching 680,000 viewers aged 18 to 39 over a six-week period.

At the end of September, Le Gruyère AOP took over poster spaces in Switzerland's 12 largest cities for a two-week campaign. With 725 strategically placed billboards in railway stations and high-traffic streets, the campaign generated a reach of over 22 million.

Throughout 2024, Le Gruyère AOP maintained a strong presence in local, regional, and national newspapers and magazines focused on agriculture, gastronomy, and regional products. To spotlight the many delicious ways to enjoy Le Gruyère AOP, a digital campaign ran across Instagram, Facebook, and Google search engines, driving more than 76,000 clicks to the "Recipes" section of our website.

## PARTNERSHIPS

### SWITZERLAND CHEESE MARKETING (SCM) & AOP-IGP ASSOCIATION

Le Gruyère AOP made its mark throughout the year in collaboration with the Association for the Promotion of AOP-IGP Cheeses and Switzerland Cheese Marketing (SCM), particularly at the renowned spring and autumn fairs and through various joint advertising campaigns. In early October, the Swiss Cheese Awards were held in Lugano, where Le Gruyère AOP took centre stage. First place in the "hard cheese" category went to Markus Sturny's Le Gruyère AOP from the Lanthen cheese dairy (FR), while Hans & Stefan König from Alpage La Vathia (FR) earned top honours in the Le Gruyère d'Alpage AOP category.

As part of the Goûts et Terroirs festival and the Fondue promotional day organised by Gastro Vaud in early December, Le Gruyère AOP also supported radio promotions, helping to highlight both the brand and the event.

## HOTEL MANAGEMENT SCHOOLS

Throughout the year, in partnership with Vacherin Mont d'Or, Etivaz AOP, and the Terravin brand, Le Gruyère AOP offers educational sessions at various hotel schools in the canton of Vaud. Supported by the Vaud authorities, this initiative introduces students from around the world to these exceptional local products. Beyond these educational efforts, Le Gruyère AOP is also deeply involved in promoting Vaud through events like the open cellars, the Mondial du Chasselas, and of course, the traditional exploration of the Vaud Mountain pastures.

## ZERMATT

The exclusive tourism partnership between Zermatt and Le Gruyère AOP, which has flourished for over 20 years, has made it possible for visitors to travel on electric buses adorned with the Le Gruyère AOP colours throughout the Zermatt area. Le Gruyère AOP is also prominently featured on posters at Täsch railway station, a key stop on the way to Zermatt. As a tribute to this long-standing partnership, Le Gruyère AOP plays a role in the fondues served at the Zermatt Unplugged music festival each April.

## GRUYÈRE TOURISM

In addition to this, Le Gruyère AOP has been a strong supporter of local tourism, and the various events held year-round in Gruyères, including the Quête du chocolat, the Fête du Fromage, the Festival de la Crème Double, the Fête Nationale and the Christmas Market.

## REGIONAL TV CHANNELS

Le Gruyère AOP has been a long-standing partner of Les Grandes Tables de Suisse. In addition to its various promotional efforts, Le Gruyère AOP has collaborated with television on special programmes. One example is the broadcast of *Chefs étoilés au pays du Gruyère AOP*, where renowned chefs create original recipes using a wheel of Le Gruyère AOP brought in by a local cheesemaker. The Interprofession, supported by its partnership with Fribourg Gottéron, also sponsored the television broadcast of National League matches.

## LA MAISON DU GRUYÈRE

Le Gruyère AOP is closely tied to the Maison du Gruyère. In fact, two members of the marketing team actively participate in both the Maison's marketing committee and the Museography Committee, which is responsible for planning the upcoming exhibition at the new Maison du Gruyère. This location serves as a key ambassador for the "Le Gruyère AOP Switzerland" brand, attracting visitors every day. The Ponts-de-Martel site also plays an important promotional role. Additionally, many cheese dairies open their doors to host school groups throughout the year.

## INTERNATIONAL PROMOTION

The marketing objectives of the Interprofession du Gruyère are to uphold the product's exceptional quality, ensure a fair selling price, and maintain and grow its market share. With the support of Switzerland Cheese Marketing (SCM), the Interprofession continues to make significant investments abroad, backed by funding from the Swiss Confederation. Media placement in international markets is managed in coordination with the Mediamix agency, which orchestrates our global digital and traditional media campaigns.

### FRANCE

In France, Le Gruyère AOP is navigating the crisis facing the food sector. Although inflation began to ease in 2024, its impact on household consumption remains significant. With food prices rising by 22% over the past two years, purchasing power has taken a notable hit. Imports of Le Gruyère AOP into France reached 1,241 tonnes in 2024 (source: TSM Fiduciaire), a decrease compared to pre-COVID levels. The French market remains highly competitive, with



strong local contenders in the hard cheese category. In this tight retail environment, sustained promotional and advertising efforts were crucial throughout the year to stimulate demand in close cooperation with retail partners.

Over 200 days of events and tastings dedicated to Le Gruyère AOP were therefore held in supermarkets and traditional retail outlets. To boost visibility at the point of sale, a major field-marketing campaign took place throughout November across 40 targeted départements. More than 600 hypermarkets were visited by merchandisers, who installed point-of-sale displays with Le Gruyère AOP branding, both in the cut cheese and pre-packed sections.

In the traditional retail sector, Le Gruyère AOP was featured in October at 160 cheese shops, where tastings of Le Gruyère AOP Réserve and Le Gruyère d'Alpage AOP were offered. The *Cercle des Passionnés du Gruyère AOP suisse* programme continued to grow in France, with 24 cheese retailers affiliated by the end of 2024.

A digital poster campaign near major retail locations (hypermarkets and shopping centres) generated a reach of 91.5 million and a parallel national print advertising campaign reached 77 million consumers.

### GERMANY

In Germany, the cheese market was affected by a generally sluggish economic climate marked by zero growth, rising unemployment, higher food prices and an average inflation rate of 2.4%. Internal political disputes and global geopolitical tensions further dampened consumer appetite for premium food products. With the average retail price of Le Gruyère AOP Classic at €34.14/kg (CHF 32.90/kg), the Interprofession du Gruyère is prioritising point-of-sale initiatives to support its retail partners. These efforts are reinforced by targeted communications, in-store advertising, web campaigns and original content creation across social media platforms.

At retail locations, 110 tasting days brought Le Gruyère AOP directly to consumers, reaching around 30,000 people and generating sales of approximately 2,500 kg of cheese. With a team of 70 field staff, 3,400 of the top cheese counters in Germany were visited each month. Supported by the SCM Germany branch, the Interprofession ran two major annual promotions that achieved over one million impressions. Consumer





prize campaigns helped boost engagement, offering instant wins tied to the Le Gruyère AOP brand. In parallel, we supported wholesale partners with exclusive promotional materials designed to capture attention and further anchor Le Gruyère AOP in the minds of consumers.

Tastings held at Germany's leading trade fairs generated an additional reach of 275,000. *The Taste of Switzerland since 1115* image campaign helped strengthen the brand among its key target audience (cheese lovers aged 30 to 60) achieving a total reach of 18.3 million and 27.6 million impressions across social media platforms. Special campaigns aimed at younger consumers also proved highly effective, with a reach of nearly 18 million on TikTok, Facebook and Instagram.

**BENELUX**

In Belgium, the cheese market finally returned to growth, with volume increasing by 2.3%. This rebound was driven by improved purchasing power and population growth. The primary objective of the Interprofession du Gruyère's marketing mix in the region is to attract new consumers.

In supermarkets, the Field Marketing team regularly carries out in-store activities at the cheese counter. A dedicated programme of events and tastings also supports sales across all three Benelux countries (Belgium, Luxembourg, and the Netherlands). For Belgian cheese retailers, a masterclass on Le Gruyère AOP's specifications was held in Brussels to deepen product knowledge. On the public front, Le Gruyère



AOP was featured at the Christmas Village in Liège, where a chalet-restaurant served the traditional Fondue Moitié-Moitié, with over 8,000 portions served.

On the digital front, a new media campaign aimed to challenge persistent clichés about Le Gruyère AOP in the Belgian market. Relaunching in spring 2024, the digital campaign featured comedian Freddy Tougaux and blended education with humour through a targeted segmentation strategy.



## ITALY

In Italy, the key challenge lay in promoting Le Gruyère AOP to retailers on a limited budget, while ensuring the brand retained its place in their product ranges. With Italian consumers' purchasing power continuing to decline, impacting sales of premium products, Le Gruyère AOP featured in a series of targeted initiatives at Italian retail locations.

Supporting this effort, a set of brand-building activities accompanied the European Athletics Championships in Rome from 7 to 12 June. In collaboration with SCM, Le Gruyère AOP hosted a stand offering fondue tastings and cubes of Le Gruyère AOP in various stages of maturity. Interprofession du Gruyère also handed out informational brochures highlighting the unique qualities of this exceptional cheese.



## UNITED KINGDOM

As British households felt the pinch and sought ways to cut costs, the UK experienced a surge in demand for processed cheese, which rapidly filled supermarket shelves and restaurant menus. This trend was sparked on TikTok, where videos showcasing creative recipes garnered millions of views. The Interprofession du Gruyère capitalised on this wave with its new mobile promotional tasting stand, specially designed to tour the UK. Adorned

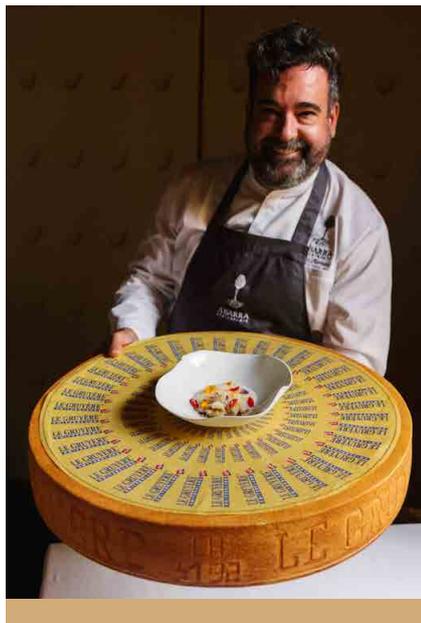


## SPAIN

Spain's economy grew by 3.2% over the year, with inflation averaging 2.8%. In the consumer goods sector, the market expanded by 4.5% in value terms in 2024. Against this backdrop, Interprofession du Gruyère (IPG) maintained strong media visibility to reinforce the positioning of Le Gruyère AOP among Spanish consumers.

The economic value of the media coverage generated for the Le Gruyère AOP brand in Spain was €614,000. One standout initiative from the public relations campaign is *10 Madrid Experience by Le Gruyère AOP*, coordinated by SCM Ibérique.

This project offered a premium culinary experience across 10 top Madrid restaurants, each featuring 10 tapas dishes made with our cheese. At retail level, more than 535 tasting days were held across Spain. Consumer engagement was further boosted through various competitions, including a campaign offering the chance to win a Michelin-starred meal, with over 600 sales outlets participating. The Swiss Cheese Box tasting container also helps generate more than 65,000 direct contacts annually. Meanwhile, our participation in major trade fairs such as Gourmet in Madrid and Alimentaria in Barcelona helped to raise brand visibility among 180,000 visitors.



in the vibrant colours of Le Gruyère AOP, the stand was hard to miss. Easy to transport and equipped with a refrigeration system and all the necessary tasting equipment, its primary objective was to travel across the UK, actively promoting the Le Gruyère AOP brand, with two million contacts made throughout the year.

The UK continued to be a key market for the brand, with Le Gruyère AOP featured at 4 trade shows, 18 fairs, and consumer events, drawing a total of 248,000 visitors. In addition to retail promotions, which saw participation from 265 independent retailers, we also carried out wholesaler promotions to support our market presence. To further maintain awareness and drive sales in the UK, we organised additional industry-focused trips, ensuring our product remained top of mind.

**NORDICS**

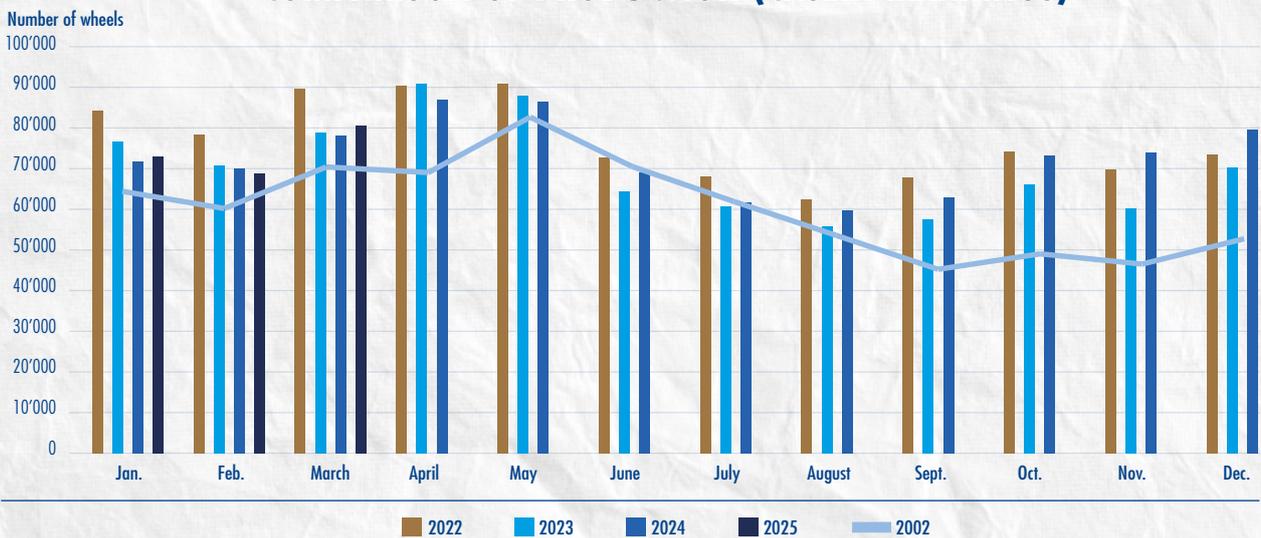
The Nordic countries continued to grapple with inflation, high interest rates and slowing economic growth. While Denmark and Finland remained relatively stable, both had to adapt their fiscal policies. Norway maintained its key interest rate to combat inflation, and Sweden, facing weak GDP growth, moved away from its traditional budget surplus strategy. Le Gruyère AOP had a dynamic year in the Nordic countries, with hard-hitting campaigns in key markets

In March, the brand took part in Denmark's first-ever Cheese Day, gaining national media attention and reaching 3.8 million people. Tastings, retail partnerships and digital engagement helped boost brand visibility and sales. Throughout the year, Le Gruyère AOP continued to build its presence across the Nordics through a strategic mix of public relations, print advertising, sponsorships and tasting events, ensuring consistent exposure at every major consumer touchpoint.

Supported by the SCM Nordics branch, Interprofession organised a public relations event in Copenhagen, presenting Le Gruyère AOP flavour combinations to the media and food professionals. Our sponsorship of the European Curling Championships and the Cross-Country Skiing World Cup ensured a high level of exposure for winter sports, reaching millions of contacts. Overall, more than 400 tonnes of Le Gruyère AOP were consumed, despite the relatively high level of positioning.



**COMPARISON OF PRODUCTION (CASEIN MARKINGS)**



## USA

The United States remains the world's largest importer of cheese, and Le Gruyère AOP continues to align well with American consumer preferences. For the Interprofession, the focus is on consistently adding value to the product by highlighting its natural production process, free of additives, and its contribution to consumer well-being. Promotional efforts were aimed not only at building awareness but also at defending and strengthening the brand's position over the long term. A dedicated press relations team for Le Gruyère AOP was active in the U.S., supporting a range of promotional initiatives, including training days for professionals, buyers, and consumers, both directly and in partnership with trading houses. The Interprofession also maintained a strong presence at the Fancy Food Shows in Las Vegas and New York, reinforcing the message that Le Gruyère AOP is an authentic Swiss product with a rightful place in the American market. This commitment continues to pay off, with a new sales record in the U.S., once again making it the top export market for Le Gruyère AOP.

## CANADA

Canada is a significant market for Le Gruyère AOP, despite the strict quotas. The investments made in the country reflect the potential for growth in sales of product. Promotional efforts are centred around an in-store tasting programme in supermarkets, designed to directly engage consumers. Brand promotion is supported locally with a media plan combining the conventional and digital press.

## SOUTH KOREA AND JAPAN

Japan and South Korea serve as key entry points to the Asian market. The Interprofession du Gruyère actively supports brand promotion in both countries through consistent investment in communication efforts, including print and digital media. Targeted tasting events further enhance visibility and

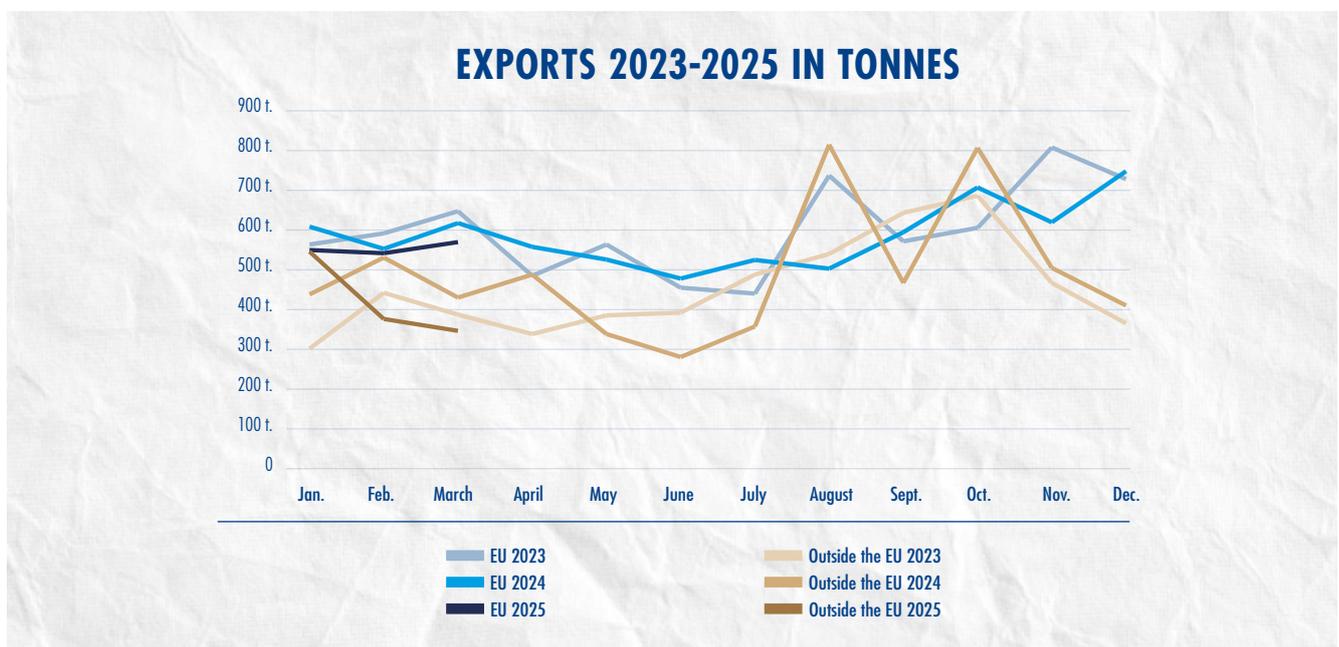
consumer engagement, helping to position Le Gruyère AOP as a premium cheese in these strategic markets.

## AUSTRALIA

In Australia, Le Gruyère AOP continues to lead the way for Swiss cheeses, with growing demand and an annual volume of around 300 tonnes. The brand is consistently supported through promotional and communication activities in retail, as well as a strong presence at the consumer-focused Good Food and Wine Show. Marketing efforts focus on reinforcing Le Gruyère AOP's premium positioning. We remain committed to maintaining its place in the market while also strengthening its presence in self-service retail channels.

## OTHER MARKETS

In markets such as South Africa, Brazil, the United Arab Emirates, Israel, Mexico, Poland, and Ukraine, the Interprofession du Gruyère takes a tailored, case-by-case approach, working directly with trading houses where there is potential to grow the presence of Le Gruyère AOP. Commercial partners receive financial support to explore and develop these emerging markets. The marketing strategies and initiatives managed by the Interprofession are always presented in a neutral, brand-focused manner, emphasising the quality and authenticity of Le Gruyère AOP. These efforts include advertising, public relations, in-store promotions, tastings, and participation in trade and consumer fairs. Every activity is designed to reinforce the product's premium image and meet consumers' high expectations. The Interprofession is committed to expanding its international market share to succeed in this approach.



## SPONSORSHIPS

Le Gruyère AOP's promotional efforts are further strengthened through sponsorship initiatives. These partnerships aim to enhance brand visibility nationally and internationally, while firmly anchoring the product's presence at a wide range of event venues.

### CROSS-COUNTRY SKIING



As Presenting Sponsor of the FIS (Fédération Internationale de Ski), Le Gruyère AOP benefits from exclusive visibility on cross-country skiing World Cup courses, including the finish areas, partners' village and VIP zones across a dozen stages held in countries such as Scandinavia, Switzerland, France, and Italy. The brand enjoyed exceptional television exposure throughout the season, with more than 3,811 hours of broadcast time reaching an audience of over 636 million viewers. A particularly

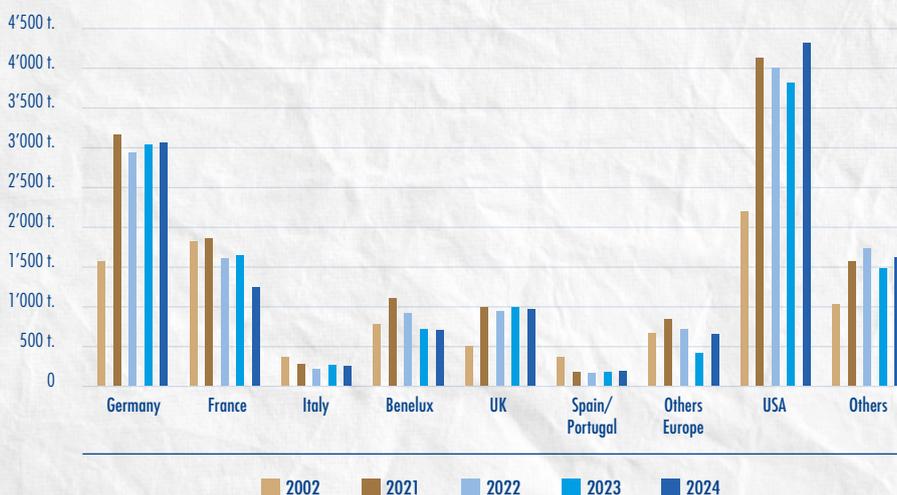
memorable moment came during the World Cup in Les Rousses in mid-January, deep in Comté AOP territory, where a special fondue, made with 50% Le Gruyère AOP and 50% Comté AOP, was prepared by a local cheese-maker. It was a hit with both cross-country skiing fans and locals, who gathered in large numbers for a festive evening in the canteen on Saturday.

### EUROPEAN ATHLETICS

In June 2024, Le Gruyère AOP made a strong impression at the European Athletics Championships in Rome through a dynamic, multi-location campaign. A series of initiatives celebrating Swiss expertise and identity were rolled out, including a Fan Event in partnership with Swiss Athletics. In the heart of the sponsors' village, Le Gruyère AOP became the centrepiece of the festivities, drawing in supporters, curious passers-by, and even Swiss



## COMPARISON OF GRUYÈRE AOP YEARLY EXPORTS IN TONNES



Total 2001:	9'775	(EU 6'608)
Total 2002:	9'303	(EU 6'064)
Total 2003:	9'407	(EU 5'948)
Total 2004:	10'280	(EU 6'147)
Total 2005:	10'600	(EU 6'794)
Total 2006:	11'186	(EU 6'719)
Total 2007:	10'886	(EU 6'917)
Total 2008:	11'779	(EU 7'205)
Total 2009:	10'974	(EU 7'346)
Total 2010:	11'967	(EU 7'501)
Total 2011:	11'670	(EU 7'673)
Total 2012:	11'527	(EU 7'568)
Total 2013:	12'207	(EU 7'757)
Total 2014:	12'376	(EU 8'063)
Total 2015:	11'956	(EU 7'307)
Total 2016:	12'106	(EU 7'551)
Total 2017:	11'787	(EU 7'480)
Total 2018:	12'800	(EU 7'689)
Total 2019:	12'684	(EU 7'722)
Total 2020:	13'258	(EU 7'872)
Total 2021:	14'168	(EU 8'427)
Total 2022:	13'293	(EU 7'518)
Total 2023:	12'592	(EU 7'291)
Total 2024:	13'042	(EU 7'077)

medal-winners, who joined in celebrating their victories in a lively, gourmet setting.

Across the city and inside the stadium, 52,000 sticks of Le Gruyère AOP were distributed. At the same time, more than 3 tonnes of cheese were offered for tasting or featured on the menus of partner restaurants, providing the brand with exceptional visibility. Targeted promotions in Rome's top cheese shops and press events helped raise the profile of Le Gruyère AOP among both the international public and professional circles.

This presence in Rome was a brilliant showcase of sporting excellence, international reach, and cheese craftsmanship, perfectly embodying the values of passion, authenticity and conviviality that are so dear to Le Gruyère AOP.

## ATHLETISSIMA & WELTKLASSE

Le Gruyère AOP continues to affirm its commitment to athletics by sponsoring several world-class events, including Athletissima and Weltklasse, both key stages in the Diamond League athletics championship. Athletissima, held in late August in Lausanne, brought together the world's top athletes in front of over 14,000 spectators. The evening before the meet, nearly 5,000 enthusiastic fans gathered at Place de la Navigation to witness an extraordinary pole vault showcase, highlighted by a stunning performance from Armand Duplantis, who cleared 6.15 m, an unofficial "world record" set outside a stadium. The prestigious Weltklasse event in Zurich drew 25,000 spectators to Letzigrund Stadium, with its traditional pole vault competition at Zurich Central Station attracting an additional 4,000 fans. Le Gruyère AOP was proudly present at both events, offering tastings and a warm welcome in the VIP areas. Athletes, spectators, and volunteers were delighted to reconnect with their favourite cheese. Altogether, 1.3 million viewers across Switzerland followed these events on television.

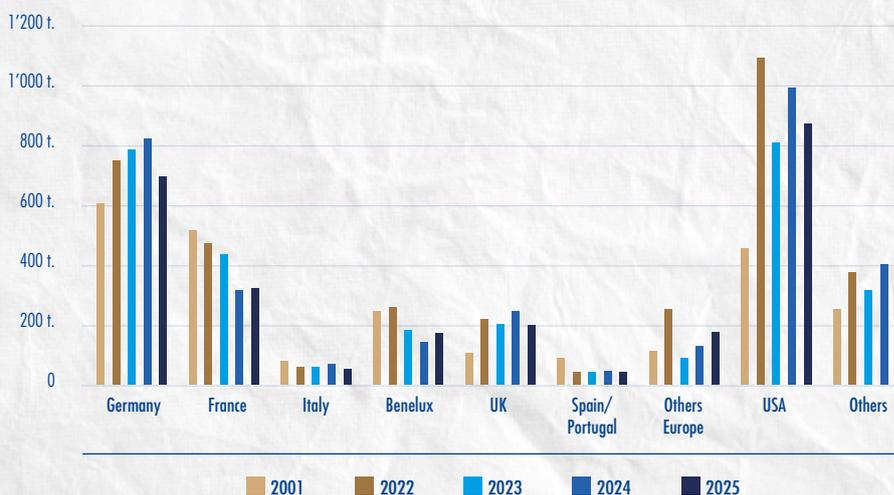


## CURLING



Le Gruyère AOP continued its support of elite sport as the title sponsor of the Men's and Women's European Curling Championships, held in Lohja, Finland, in November. With prime visibility both in the arena and across international broadcast channels, the brand reached well beyond Swiss

## COMPARISON OF GRUYÈRE AOP EXPORTS FROM JANUARY TO MARCH IN TONNES



Total 2001:	2'461	(EU 1'752)
Total 2002:	2'421	(EU 1'563)
Total 2003:	2'401	(EU 1'524)
Total 2004:	2'588	(EU 1'492)
Total 2005:	2'409	(EU 1'693)
Total 2006:	2'602	(EU 1'734)
Total 2007:	2'497	(EU 1'742)
Total 2008:	3'024	(EU 1'816)
Total 2009:	2'367	(EU 1'813)
Total 2010:	3'066	(EU 1'906)
Total 2011:	2'814	(EU 1'849)
Total 2012:	2'796	(EU 1'881)
Total 2013:	3'293	(EU 2'020)
Total 2014:	2'979	(EU 1'915)
Total 2015:	3'170	(EU 1'998)
Total 2016:	2'820	(EU 1'906)
Total 2017:	2'645	(EU 1'745)
Total 2018:	3'163	(EU 1'994)
Total 2019:	3'097	(EU 1'916)
Total 2020:	3'552	(EU 2'093)
Total 2021:	3'563	(EU 2'260)
Total 2022:	3'516	(EU 2'048)
Total 2023:	2'922	(EU 1'798)
Total 2024:	3'169	(EU 1'775)
Total 2025:	2'918	(EU 1'656)

borders. The Swiss national teams delivered outstanding performances throughout the tournament, with the women's team clinching a spectacular gold medal against fierce competition.

The Gruyère AOP European Curling Championships also offered a valuable opportunity to introduce our cheese to a broader international audience. Visitors to the tournament enjoyed tastings, while partner hotels hosted special brand activations that celebrated Swiss cheesemaking expertise in a warm and sporty atmosphere. This strategic partnership continues to strengthen the connection between tradition, sporting excellence and authentic flavour.

## EUROSPORT

To showcase its diverse partnerships, including those in cross-country skiing, curling and athletics, Le Gruyère AOP strategically broadcasts numerous advertisements during these events on Eurosport, the sports channel of the Warner Bros. group. Eurosport reaches viewers across Switzerland and 50 European countries. In 2024, the Le Gruyère AOP brand generated more than 104 million contacts through these broadcasts.

## MILLE GRUYÈRE



Since 2008, Le Gruyère AOP has been closely associated with the Swiss Athletics Federation (Swiss Athletics) through the Mille Gruyère middle-distance running youth project. This initiative has helped nurture a new generation of Swiss athletes excelling on the international stage, including renowned 800 m runners Audrey Werro and Lore Hofmann, both of whom began their careers in the 1000 m at Mille Gruyère. In 2024, the regional stages of Mille Gruyère brought together 6,692 children aged 8 to 15. To further strengthen this partnership, Le Gruyère AOP collaborated with Athle.ch, a prominent Swiss platform, to create and distribute tailor-made content across digital channels, amplifying the visibility of the initiative during various athletics meetings.

## GOTTÉRON

During the 2024-2025 season, Le Gruyère AOP strengthened its long-standing partnership with the Fribourg-Gottéron ice hockey club, reinforcing its presence in the sport. As a gold sponsor, the brand enjoyed heightened visibility, particularly at the BCF Arena, with prominent placements on the ice rink and across the club's digital platforms. This collaboration enables Le Gruyère AOP to connect with a loyal, local, and intergenerational audience, aligning with the brand's core values of authenticity and tradition. Additional visibility and activation efforts were carried out at the ice rink and at the Spengler Cup in Davos, further boosting brand recognition among a broad French-speaking audience. The passionate atmosphere and regional loyalty surrounding the club offer an ideal backdrop for associating Le Gruyère AOP with the excitement and emotion of sport. This partnership remains a key strategic focus for the brand in the local market.



## GIANT X TOUR

In 2024, Le Gruyère AOP amplified its presence at the Giant X Tour, significantly increasing visibility across the various stages. This winter event, known for its friendly yet challenging competitions, continues to captivate young athletes aged 14 to 25, thanks to the efforts of an experienced organising team.

## MONTREUX JAZZ FESTIVAL



Le Gruyère AOP made a remarkable debut as an Official Product Partner at the Montreux Jazz Festival. Featured on catering platters and in the artists' dressing rooms, it also delighted festival-goers by distributing over 16,000 sticks of cheese. This delicious and successful first participation seamlessly blended our cheesemaking expertise with the prestigious world of music.

## PALÉO FESTIVAL

Le Gruyère AOP once again left a lasting impression at the Paléo Festival with its iconic Hot Fondue stand. A true gastronomic highlight amidst the musical excitement, it attracted 8,105 festival-goers who eagerly savoured a unique and generous recipe. Each tasting was paired with an exclusive

souvenir, deepening the emotional connection between the brand and the younger audience.



## TRADE FAIRS AND EVENTS

In 2024, Le Gruyère AOP reinforced its presence at key regional and national fairs, highlighting the richness of our gastronomic heritage. With over a million cumulative visitors, major events such as the Geneva Automnales, BernExpo, the Valais Fair, OLMA in St. Gallen and the Goûts et Terroirs fair in Bulle showcased the diverse appeal of our AOP cheese to a curious and often loyal audience. Each stand was carefully designed to reflect the authenticity and craftsmanship behind Le Gruyère AOP, offering an immersive and flavourful experience. Over 30,000 tastings took place across these events, paired with insights into the production and unique qualities of our cheese. In both Geneva and St. Gallen, the interaction with urban audiences helped to further boost brand recognition beyond the traditional production regions. These fairs also served as valuable platforms for direct sales, with several tons of Le Gruyère AOP sold and numerous consumer contacts made. Our regular participation in these events remains a cornerstone of our communication strategy, ensuring a close connection with the Swiss public.



## MERCHANDISING

Le Gruyère AOP has continued to evolve its range of promotional items, placing special emphasis on design, functionality, and alignment with the preferences of a young and dynamic audience. Today, nearly a hundred items embody the brand's universe, seamlessly blending originality, durability, and visual coherence. Available for purchase on the official website or distributed at select events, these products play a pivotal role in enhancing the brand's visibility and fostering emotional connections with our identity. In line with our commitment to eco-responsibility, all production is exclusively European, and whenever possible, Swiss-made, supporting the local economy while minimising our carbon footprint. This strategic approach involves careful selection and limited production runs, ensuring superior quality, extended durability, and a more significant impact on the public. As a result, each item not only serves as a representation of our image but also as an ambassador for our values.



## NEW MEDIA

The growing digitalisation of communication in recent years has fundamentally transformed how consumers engage with brands. Increasingly, people turn to digital channels to search for information, interact, and make purchases. To keep pace with this shift, Le Gruyère AOP continuously adapts its communication strategy by investing in relevant and widely used digital platforms, including Instagram, Facebook, YouTube, TikTok and Snapchat. These channels, alongside the official website, provide Le Gruyère AOP Switzerland with the opportunity to stay closely connected with consumers both domestically and internationally.

In 2024, all digital communication efforts for Le Gruyère AOP were managed by the Gruyère Interprofession, in collaboration with four creative agencies (Numéro 10, Café Moka, Donuts and WWG), as well as two media placement agencies (MediaMix and MediaTonic) and a public relations agency (Junapri). These diverse national and international partnerships enable the creation and distribution of high-quality interactive content tailored to meet the unique needs of various markets, including Switzerland, the United States, France, Germany, Benelux, and the United Kingdom.

## WEBSITE

With 360,598 visitors in 2024 (a 14% decrease compared to 2023) from 201 countries, the website remains a cornerstone of Le Gruyère AOP's digital communication strategy. Several initiatives have been implemented to enhance its appeal: regular updates with news and recipes, as well as the launch of a dedicated "Kids" section featuring recipes, games, and promotional items. This section will be further expanded in 2025. In parallel, a comprehensive SEO optimisation has been conducted to improve the site's visibility on search engines.

## INSTAGRAM

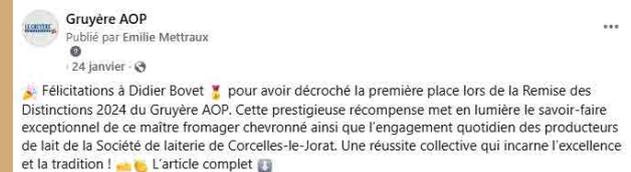
In 2024, Le Gruyère AOP continued to make substantial investments in social media, particularly on Instagram. By the end of 2024, the brand had 14,218 followers (+18% compared to 2023), making it the most followed Swiss cheese brand on the platform. The community is based mainly in Switzerland (36%), followed by the United States (22%), France (7%) and other European countries. Throughout the year, targeted actions were carried out, combining organic content with international advertising campaigns. A total of 125 posts were shared, reaching 21 million users and generating 2,188 new followers.

## FACEBOOK

While it is an ageing platform, Facebook remains a crucial communication channel for Le Gruyère AOP and offers a unique opportunity to connect with Baby Boomers and Generation X. Our statistics reflect this trend, showing that the typical user on this platform is around 68 years old, female, and residing in Switzerland. This demographic insight plays a key role in shaping our content strategy. To engage with this audience, we prioritised recipes and industry-related articles, which have proven popular. These pieces of content were strategically used in both national and international advertising campaigns, generating 41 million impressions worldwide.

## TIKTOK

Le Gruyère AOP has been present on TikTok since October 2022, strategically targeting Generation Z on this dynamic and widely popular platform. The focus is on young people in Switzerland, the United States and Germany, with content tailored to their lifestyles and educational in nature. This approach has resonated well with the TikTok community, as reflected in the impressive 2024 performance: 34.33 million impressions, 13,456,837



views, and the equivalent of 7,457 hours of continuous viewing.

## YOUTUBE

With its modern technology and vast audience, YouTube has become a crucial platform for Le Gruyère AOP. The brand primarily uses this platform for large-scale national and international advertising campaigns while also posting organic content to foster engagement and grow its community. In 2024, this balanced approach resulted in 4.94 million views, totalling 26,860 hours of viewing, and helped Le Gruyère AOP gain 1,267 new

subscribers. By the end of 2024, with 6,910 subscribers, Le Gruyère AOP became the most followed cheese brand in the world on YouTube.

## SNAPCHAT

Since 2023, Le Gruyère AOP has been actively engaging on Snapchat, a platform popular among teenagers. The brand aims to strengthen its appeal among younger audiences through this channel by embracing the platform's codes and formats. In 2024, the brand's presence in Switzerland focused on original video content and an augmented reality game. This interactive experience invited users to collect milk churns and manufacturing tools to create their own wheel of Gruyère AOP. The outcome was impressive, with over 417,074 uses recorded throughout the year, showcasing the high level of engagement from the younger demographic.

## COMMUNITY MODERATION

The Le Gruyère AOP virtual community has achieved a significant milestone, surpassing 74,152 subscribers across various digital platforms. This growing community, which includes both local and international fans, consists of consumers and passionate brand advocates. These individuals take pride in the many accolades earned by industry players and are committed to protecting Gruyère AOP from counterfeiting. They are also highly interested in the cheese's production process, where to find it, and the different ways to enjoy it. To moderate the 430 daily interactions (messages, comments, shares, tags, etc.) in 2024, the Gruyère Interprofession worked with the Junapr agency, which handles English-language moderation. The aim is to maintain a strong connection with the community by providing quick and comprehensive responses to all inquiries. In total, 11,780 personalised responses were sent throughout 2024, underscoring the brand's dedication to listening and maintaining close ties with its audience.

## TRAVEL AND PUBLIC RELATIONS

This year, the Le Gruyère AOP industry had the pleasure of welcoming 12 groups for an immersive experience into the world of Le Gruyère AOP and its artisans. A total of 80 enthusiasts toured the production area, discovering the richness of our terroir and the expertise of the dedicated men and women behind the cheese.

To further connect visitors with the origins of our cheese, a visit to the historic town of Gruyères is an essential part of the journey. This iconic location is a testament to the Swiss heritage of Le Gruyère AOP. Among the visitors, ten American journalists were particularly enthusiastic about exploring the origins of Le Gruyère AOP and were eager to share their experiences and insights with their readers and subscribers.

Throughout the tours, the core values of the Le Gruyère AOP specifications were highlighted: rigour, history, tradition, expertise, authenticity, quality, efficiency, traceability and, above all, respect for the product and its artisans.

The excursions, organised from Gruyères, extend across all the cantons in the production area, with itineraries tailored to the programme and group availability. Visitors travelling via

return flights to Geneva airport can explore the Jura region in its entirety. Beyond their professional expertise, members of our industry also use their welcoming and linguistic skills to provide each visitor with a warm and emotional experience. This personalised approach ensures a memorable visit highlighting the authenticity and quality of Le Gruyère AOP. The most effective way to inspire sales teams to promote Le Gruyère AOP over other cheeses is through direct immersion in the Le Gruyère AOP experience. This hands-on discovery allows them to truly understand the product from the inside.



**The Interprofession is looking to expand its network of partners within the sector for this activity. We are actively seeking partners to help organise immersive visits to the heart of the Le Gruyère AOP production area. If you share our passion for promoting quality and tradition, and would like to showcase your part of the industry in connection with Le Gruyère AOP, please reach out to us.**

## INDUSTRY VISITORS IN 2024:

**11** American journalists (2 trips), **7** Belgian dairymen, a film crew from the Nordic countries, **12** Canadian traders, **10** UK traders, **15** French traders, **8** Spanish traders, **4** Italian traders, **1** WCA Brazil judge, **2** MOFs (Meilleur Ouvrier de France)





# EVENTS IN 2024

## 24 NOVEMBER 2023 TO 17 MARCH 2024

FIS – Cross-Country Skiing World Cup, Europe

## 30 DECEMBER 2023 TO 7 JANUARY 2024

FIS Tour de Ski 2023, Switzerland, Italy

## 21 TO 24 JANUARY 2024

Winter Fancy Food Show, Las Vegas (USA)

## 17 TO 18 FEBRUARY 2024

Swiss Indoor Athletics Championships, St-Gall

## FEBRUARY TO MARCH 2024

Giant X Tour, Switzerland

## 24 FEBRUARY TO 3 MARCH 2024

Salon de l'Agriculture, Paris (France)

## 25 TO 27 FEBRUARY 2024

Salon du Fromage et des Produits Laitiers, Paris (France)

## 3 MARCH 2024

Payerne 10K

## 7 TO 17 MARCH 2024

Homemade Label - Discovering Spring, French-speaking Switzerland

## MARCH TO SEPTEMBER 2024

Mille Gruyère, Switzerland

## 30 MARCH TO 7 APRIL 2024

World Men's Curling Championship, Schaffhouse

## 24 APRIL TO 29 MAY 2024

BCN Tour, Neuchâtel region

## 26 APRIL TO 5 MAY 2024

LUGA, Lucerne

## 3 TO 12 MAY 2024

BEA, Berne

## 31 MAY TO 2 JUNE 2024

Good Food and Wine Show, Melbourne (Australia)

## 7 TO 12 JUNE 2024

European Athletics Championships, Rome (Italy)

## 13 TO 15 JUNE 2024

Sierre Blues Festival, Sierre

## 21 TO 23 JUNE 2024

Good Food and Wine Show, Sydney (Australia)

## 23 TO 25 JUNE 2024

Summer Fancy Food Show, New York (USA)

## 28 TO 29 JUNE 2024

Swiss Elite Athletics Championships, Winterthur

## 5 TO 20 JULY 2024

Montreux Jazz Festival, Montreux

## 18 TO 21 JULY 2024

European Athletics U18 Championships, Banska Bystrica (Slovakia)

## 19 TO 21 JULY 2024

Good Food and Wine Show, Perth (Australia)

## 20 JULY TO 1 SEPTEMBER 2024

Les Journées des Alpes Vaudois, 7 Vaud Alpines Pastures

## 23 TO 28 JULY 2024

Paléo Festival, Nyon

## 14 AUGUST TO 11 SEPTEMBER 2024

Groupe E Tour, Fribourg Region

## 22 TO 23 AUGUST 2024

Athletissima, Lausanne

## 1 SEPTEMBER 2024 TO 15 APRIL 2025

Fribourg-Gottéron, Switzerland

## 5 SEPTEMBER 2024

Weltklasse, Zürich

## 27 SEPTEMBER TO 6 OCTOBER 2024

Foire du Valais, Martigny

## 27 TO 29 SEPTEMBER 2024

Cortège de la Fête des Vendanges, Neuchâtel

## 4 TO 6 OCTOBER 2024

Swiss Cheese Awards, Lugano

## 10 TO 20 OCTOBER 2024

OLMA, St-Gall

## 19 TO 23 OCTOBER 2024

SIAL, Paris (France)

## 24 OCTOBER 2024

Medal ceremony, Yens

## 25 TO 27 OCTOBER 2024

Good Food & Wine Show, Brisbane (Australia)

## 30 OCTOBER TO 3 NOVEMBER 2024

Salon Goûts et Terroir, Bulle

## 8 TO 9 NOVEMBER 2024

Vully Blues Festival, Praz

## 8 TO 17 NOVEMBER 2024

Les Automnales, Geneva

## 13 NOVEMBER 2024

Finale Suisse du Bocuse d'Or

## 14 TO 17 NOVEMBER 2024

World Cheese Awards, Viseu (Portugal)



**16 TO 23 NOVEMBER 2024**

Le Gruyère AOP European Curling Championships, Lohja Finland

**17 NOVEMBER 2024**

Le Long Dimanche du Malakoff, Lausanne

**21 TO 24 NOVEMBER 2024**

Winter BBC Food Show, Birmingham (UK)

**29 NOVEMBER 2024 TO 23 MARS 2025**

FIS – Cross-Country Skiing World Cup, Europe

**5 TO 7 DECEMBER 2024**

Pintes Ouvertes, Vaud

**8 DECEMBER 2024**

Spar European Cross-Country Championships, Antalya (Turkey)

**16 DECEMBER 2024 TO 23 MARCH 2025**

Kids Nordic Tour, Switzerland

**26 TO 31 DECEMBER 2024**

Coupe Spengler, Davos

**28 DECEMBER 2024 TO 5 JANUARY 2025**

FIS Tour de Ski 2024, Italy

# MANAGEMENT BODIES OF INTERPROFESSION DU GRUYÈRE

To tackle the work taking place on various fronts regarding the future of the sector and market developments, IPG management bodies held many meetings.

## BUREAU

The Bureau met 20 times, usually on the morning of a regular committee meeting.

Main tasks:

- Preparation of committee meetings.
- Administration staff management.
- Appointment of the General Secretary: To this end, the Bureau was strengthened by the addition of one representative from each of the groups.
- Call for applications and appointment of the Director
- Pinte des Vernes: Work began under the leadership of the General Secretary.

## MARKET COMMITTEE

The Market committee met 10 times, usually on the morning of a regular committee meeting.

Main task:

- To monitor market developments

Based on the analyses produced by cockpit, a proposal was made to extend the 10% cut in production due to excessive stock, especially in the more mature age classes. The committee also requested support in promoting these cheeses, of which there was excessive stock.

## BOARD

The Board held 14 meetings, at least once a month, in the form of a seminar.

Main tasks:

- Current situation.
- Preparations for the Delegates' Meetings
- Market monitoring.
- Sustainability:

## BOARD SEMINAR

Board members met for two days in January.

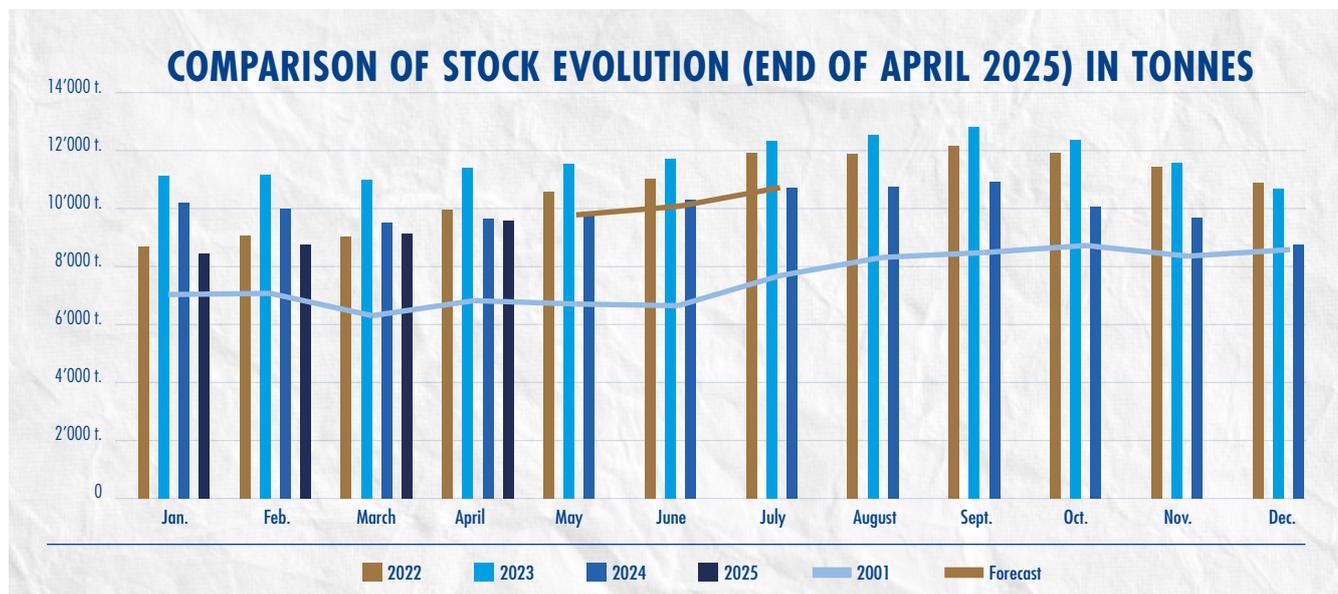
Tasks:

- Sustainability:

Sustainability was the main theme of the seminar. The aim was to study action plans for implementing the various projects studied, using a validated order of priority. The various transitional working groups from this sustainability project produced these action plans. The groups met 13 times.

## SUSTAINABILITY PROJECT

The action plans, developed during the Board seminar and honed at the delegates' seminar, were finalised by late summer 2024. In the autumn, a governance structure was established to oversee their implementation.





## ASSEMBLY OF DELEGATES

This body held three meetings. It met at both Annual General Meetings and at a seminar on sustainability held on 22 April 2024.

19 June 2024:

- Approval of accounts and annual report.
- Reorganisation of milk production

14 November 2024:

- Adoption of budget.
- Adoption of 2025 quantity.  
Linear decrease of 3% in the basic quota; production at 100%
- Election of a new member of the committee: Mr Yerly

## ALPAGE COMMITTEE

This committee held four meetings to consider:

- Quality:  
Adopting a stronger system to encourage high-quality production.
- Quantity:  
Decision on a 7% restriction for the 2024 season

## ORGANIC COMMITTEE

This committee held three meetings:

- The committee notes that there is less demand on the market than over the past five years.
- The production was reduced by 7% in 2024.

## MARKETING COMMITTEE

This committee held one meeting:

- Presentation of current and future projects.
- Update on the various campaigns in Switzerland and abroad

## PLANNING COMMITTEE

This committee held seven meetings.

The main topic was to define the implementation of the new regulations relating to managing milk quantities. In this area, cooperation with the various milk management bodies is essential.

## THE QUANTITY MANAGEMENT APPEAL BOARD

No appeals were lodged in 2024.

## QUALITY COMMITTEE

This committee held one meeting.

A delegation from the committee met once to intervene at various cheese dairies when there were quality problems. This delegation may vary according to regions and cheese buyers to maintain a certain neutrality.

## ADDED VALUE AND COST COMMITTEE

This committee held five meetings, once with cheese refiners, twice with cheesemakers and twice with producers. The aim is to analyse the inputs and other costs that have the greatest economic influence on the Le Gruyère AOP production structures, whether on farms, in cheese dairies, or maturing centres.

## TECHNOLOGY WATCH COMMITTEE

This committee was also set up based on conclusions drawn from the Triesse Gressard (Soliance Alimentaires) survey. It met on four occasions. It analyses all the technical and technological developments that could be used in the sector in strict compliance with the specifications and product quality. The focus was on adapting to climate change.

## INTERPROFESSION DU GRUYÈRE

### President

Pierre-Ivan Guyot, chairs the various bodies.

### Vice-President

Didier Roch

### Management

- Philippe Bardet, Director
- Marc Gendre, Vice-Director
- Jean-Philippe Kunz, General Secretary

### Scientific assistant

- Lucie Horvath :  
She is responsible, among other things, for looking after and coordinating the technology watch committee. She also prepares statistical reports for management and the committee. It supports the implementation of sustainability and training actions.

### Marketing sector

- Marie L'Homme :  
Manages national promotion activities and provides support for certain sponsorships.
- Catherine Merian :  
Provides support in the various areas of Switzerland Cheese Marketing and accompanies visits to the sector.
- Guillaume Berset :  
Responsible for trade fairs and for supporting various events.
- Gaspard Cuenot :  
Responsible for all social media, digital promotion and publication management.

- Denis Kaser :  
Responsible for international activities, particularly in connection with the market.

### Quality/Quantity sector

- Thierry Bize :  
Endorses labelling proposals from the sales sector.
- Christophe Magne :  
Supports quantity management.

These two people carry out the monthly assessment to ensure that high-quality Le Gruyère AOP is displayed on shelves in Switzerland and abroad.

### Secretariat

- Christine Grandjean :  
Carries out secretarial tasks.
- Julie Sudan :  
Also assists Ms Horvath in setting up the "Meet the industry" training courses.

These two people draw up the minutes of meetings of the Committee and the Assembly of Delegates.

### Accounting

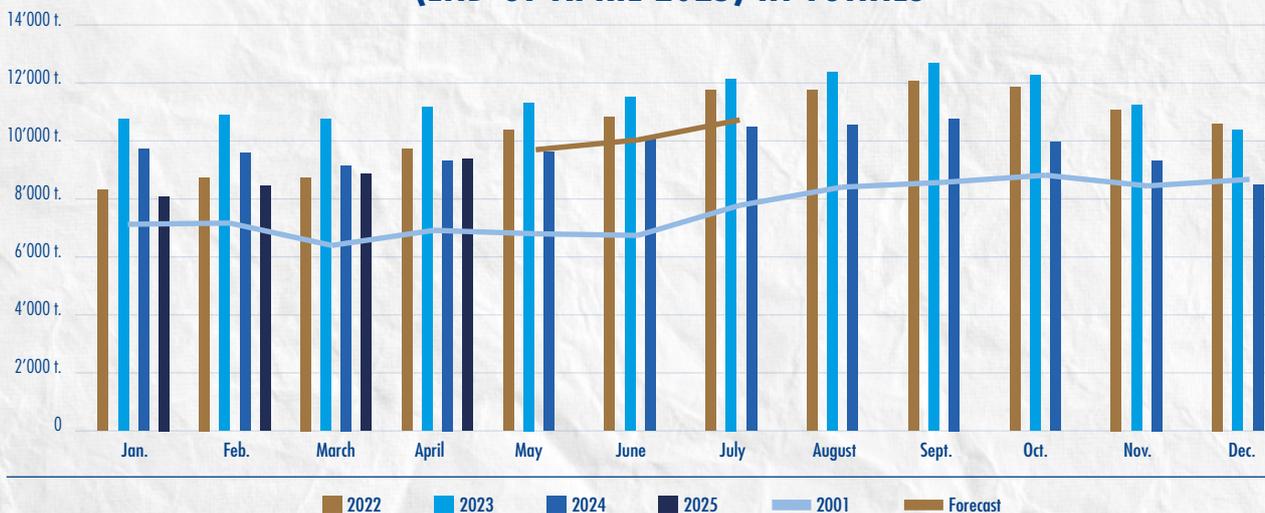
- Magali Vuichard
  - Karine Pharisa
- Perform all accounting tasks, including the final annual accounts.

### Depot

- Jean-Claude Grandchamp
- Gérald Jaquier

The whole team is proud to be able to contribute to the success and promotion of Le Gruyère AOP.

## COMPARISON OF STOCK EVOLUTION EXCLUDING ALPAGE (END OF APRIL 2025) IN TONNES



# INTERPROFESSION COMMITTEE



Committee composition as of January 1<sup>st</sup>, 2025 with the Executive Board

## PRESIDENT

Pierre-Ivan Guyot\*, Boudevilliers

## PRODUCERS

Bernard Varin, Courgenay

Didier Roch\*#, Ballens

Nicolas Savary, Sâles replaced by Jean-Philippe Yerly in November 2024

Pascal Surchat, Blessens

## CHEESEMAKERS

Jean-Daniel Jäggi, Grandcour

René Pernet\*, Peney-le-Jorat

Adrian Scheidegger, Niedermuhren

Nicolas Schmoutz, Mézières FR

## CHEESE REFINERS

Christian Zürcher, Fromco SA, Moudon

Gilles Margot\*, Margot Fromages SA, Yverdon

Jean-Charles Michaud, (Mifroma), Ursy

Kevin Vonlanthen, Fromage Gruyère SA, Bulle

## GUESTS

Jean-Pierre Huguenin, Lawyer, Boudry

Daniel Koller<sup>1</sup>, PSL, Bern replaced by Micaël Müller in February 2025

Roland Sahli<sup>2</sup>, MD Gourmino, Lenzburg

François Miéville<sup>3</sup>, Fromarte, Bern

# Vice-President

\* Members of the Bureau

<sup>1</sup> Milk Producers' Coordinator

<sup>2</sup> Cheese refiners' Coordinator

<sup>3</sup> Cheesemakers' Coordinator

# OUTLOOK FOR 2025



**In 2025, the Interprofession will implement the various initiatives examined and developed over the past few years. However, the spotlight will stay on promoting Le Gruyère AOP and on sales volumes.**

## QUANTITY

- A monthly review will be carried out, using the management and planning tool (cockpit), to align sales volumes with production, while closely monitoring stock levels and their distribution. Adaptability will be essential to maintaining the best possible price in a highly fluid geopolitical context.

All measures from the quantity management regulations will be enforced, with particular emphasis on the reorganisation of milk production.

## QUALITY

- Analysis of changes in the distribution of fat and protein in milk, to guarantee the quality production of Le Gruyère AOP.

The quality of raw milk and its composition will be the focus of collaboration with Agroscope, Arqha and Caséi. The aim is to have living (unpasteurised) milk that can be used to make Le Gruyère AOP without additives.

## PROFITABILITY

- Maintain a high level of added value to ensure a healthy return in the industry.

## CLIENT

- Reinforce the image and attractiveness of Le Gruyère AOP to customers. Craftsmanship, tradition and flavour are key to differentiating this noble cheese in the market.

## BRAND AND MARKETING

- Maintain a clear strategy for promoting the brand by involving the various marketing players. The guiding principles will be the guide to good general and marketing practice and the specifications.
- The central focus remains on defending the brand.
- Communications will continue to be based on real images of the sector.

## FUTURE OF IPG

- Management handover: the new Director will take up his post on 01.06.2025.
- Continuation of training within the industry.
- Strengthening the visibility and recognition of network members.

The Interprofession du Gruyère intends to perform these tasks to ensure that Le Gruyère AOP evolves in the interest of consumers, while ensuring a healthy distribution of the economic added value to all the people involved in producing this noble cheese on a daily basis.

## RECAPITULATION OF THE DISTRIBUTION OF THE TOTAL PRODUCTION POTENTIAL FOR LE GRUYÈRE AOP PER CHEESE DAIRY AND PER CANTON FOR 2025 (WITH TURNOVER)

Canton	Villages			Bio			Villages + Bio		Alpages			All		
	Quantities (Kg)	(%)	Nbr	Quantities (Kg)	(%)	Nbr	Quantities (Kg)	(%)	Quantities (Kg)	(%)	Nbr	Quantities (Kg)	(%)	Nbr
FR	15'473'176	51.30	77	566'428	33.51	5	16'039'604	50.36	226'170	37.55	36	16'266'774	50.12	113
VD	8'185'132	27.14	36	406'149	24.03	3	8'591'281	26.97	354'028	58.78	22	8'945'309	27.56	59
NE	3'022'394	10.02	15	261'400	15.46	2	3'283'794	10.31				3'283'794	10.12	15
JU	722'798	2.40	3	169'044	10.00	1	891'842	2.80				891'842	2.75	3
JUBE + al.1	917'049	3.04	5	126'785	7.50	1	1'043'834	3.28	22'061	3.66	3	1'065'895	3.28	8
BE	855'715	2.84	7	160'515	9.50	1	1'016'230	3.19				1'016'230	3.13	7
Other cantons	984'723	3.26	7				984'723	3.09				984'723	3.03	7
<b>Total</b>	<b>30'160'987</b>	<b>100.00</b>	<b>150</b>	<b>1'690'321</b>	<b>100.00</b>	<b>13*</b>	<b>31'851'308</b>	<b>100.00</b>	<b>602'259</b>	<b>100.00</b>	<b>61</b>	<b>32'453'567</b>	<b>100.00</b>	<b>212</b>

\* Cheese dairies producing Bio: 13 cheese dairies producing both Traditional and Bio Gruyère AOP plus 1 dairy producing only Bio.



# A CHEESE MADE IN A PICTURE-POSTCARD SETTING? GRUYÈRE AOP RINGS A BELL.

[GRUYERE.COM](http://GRUYERE.COM)



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